

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
PHEASANT MALL RESTAURANT GROUP, INC.		06/17/2010	CORPORATION: NEW HAMPSHIRE

RECEIVING PARTY DATA

Name:	BACK BAY RESTAURANT GROUP, INC.
Street Address:	284 NEWBURY STREET
City:	Boston
State/Country:	MASSACHUSETTS
Postal Code:	02115
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 18

Property Type	Number	Word Mark
Serial Number:	75356267	ABE & LOUIE'S
Serial Number:	78353661	ABE & LOUIE'S
Serial Number:	78388834	ATLANTIC FISH
Serial Number:	78730846	ATLANTIC FISH
Serial Number:	73570799	ATLANTIC FISH CO.
Serial Number:	73490163	CHARLEY'S EATING & DRINKING SALOON
Serial Number:	77790816	CHARLEY'S
Serial Number:	77790358	COACH GRILL
Serial Number:	77790430	COACH GRILL
Serial Number:	78049771	COACH GRILL OF WAYLAND
Serial Number:	77521751	HILLARY'S
Serial Number:	73408433	J. C. HILLARY'S
Serial Number:	77521759	J.C. HILLARY'S
Serial Number:	73524706	JOE'S AMERICAN BAR & GRILL

CH \$465.00 75356267

Serial Number:	77790834	PAPA · RAZZI TRATTORIA · BAR
Serial Number:	74133770	PAPA-RAZZI
Serial Number:	78094286	PROUD TO BE AMERICAN
Serial Number:	77319950	RAYZ

CORRESPONDENCE DATA

Fax Number: (617)507-2449
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 617-426-5553
Email: hiebert@samuelsTM.com
Correspondent Name: Timothy H. Hiebert
Address Line 1: Samuels & Hiebert LLC
Address Line 2: Two International Place, 23rd Floor
Address Line 4: Boston, MASSACHUSETTS 02110-4104

ATTORNEY DOCKET NUMBER:	BBRG
NAME OF SUBMITTER:	Timothy H. Hiebert
Signature:	/Timothy H. Hiebert/
Date:	06/21/2010

Total Attachments: 6
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TRADE NAME AND MARK ASSIGNMENT

WHEREAS, Pheasant Mall Restaurant Group, Inc., hereinafter referred to as Assignor, is the owner of the trade names, marks, pending applications and issued registrations shown in the attached Exhibit A;

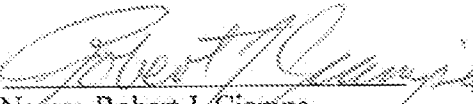
WHEREAS, Back Bay Restaurant Group, Inc., hereinafter referred to as Assignee, wishes to acquire said trade names and marks together with the goodwill of the business with which said trade names and marks are used and which is symbolized by said trade names and marks and any and all registrations and applications for registration of said marks;

WHEREAS, Assignee is a successor to that portion of Assignor's business to which the trade names and marks pertain, which business is ongoing and existing.

NOW, THEREFORE, in consideration of good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged by Assignor, Assignor hereby assigns to Assignee the entire right, title and interest in and to said trade names and marks, all registrations of and applications to register said marks, including the applications and registrations shown in the attached Exhibit A, the right to recover for past infringement of said trade names and marks, and the goodwill of the business in connection with which said trade names and marks are used and which is symbolized by said trade names and marks.

PHEASANT MALL RESTAURANT GROUP, INC.

Date: _____

By: 
Name: Robert J. Ciampa
Title: Vice President

BACK BAY RESTAURANT GROUP, INC.

Date: _____

By: 
Name: Richard P. Dalton
Title: Executive Vice President

EXHIBIT A

1. TRADE NAMES OWNED BY PHEASANT MALL RESTAURANT GROUP, INC.

- Papa Razzi
- Joe's American Bar & Grill
- J.C. Hillary's, Ltd.
- Hillary's
- Atlantic Fish Co.
- Charley's Eating and Drinking Saloon
- Rayz
- Abe & Louie's
- Coach Grill of Wayland

2. TRADEMARKS (REGISTERED AND PENDING) OWNED BY PHEASANT MALL RESTAURANT GROUP, INC.

Owner	Trademark	Country	Appl. Date	No.	Status
Client	File Reference	Renewal Due	Reg. Date	No.	Sub Status

ABE & LOUIE'S

Pheasant Mall Restaurant Group, Inc.	ABE & LOUIE'S	USA	Sep 12 1997	75356257	Registered
Back Bay Restaurant Group, Inc.	4611	May 4 2019	May 4 1999	2,243,763	
Class	42				
Goods	restaurant services				

Abe & Louie's Logo

Pheasant Mall Restaurant Group, Inc.	Abe & Louie's Logo	USA	Jan 19 2004	78353661	Registered
Back Bay Restaurant Group, Inc.	702	Jan 25 2015	Jan 25 2005	2920835	
Class	43				
Goods	Restaurant and bar services				



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ATLANTIC FISH

Pheasant Mall
 Restaurant Group, Inc. **ATLANTIC FISH** USA Mar 23 2004 78388634 Registered

Back Bay
 Restaurant Group, Inc. **676** **Mar 15 2015** Mar 15 2005 2,933,368 8&15 FILED

Disclaimers "FISH CO."

Class 43
 Goods Restaurant and bar services

ATLANTIC FISH (& Fish Design)

Pheasant Mall
 Restaurant Group, Inc. **ATLANTIC FISH (& Fish Design)** USA Oct 11 2005 78730846 Registered

Back Bay
 Restaurant Group, Inc. **373** **Sep 26 2016** Sep 26 2005 3148422

Atlantic Fish

Disclaimers "FISH"

Class 43
 Goods Restaurant and bar services

ATLANTIC FISH CO. & des

Pheasant Mall
 Restaurant Group, Inc. **ATLANTIC FISH CO. & des** USA Nov 29 1986 73570799 Registered

Back Bay
 Restaurant Group, Inc. **6373** **Jul 29 2016** Jul 29 1986 1,403,540



Class 42
 Goods RESTAURANT SERVICES

CHARLEY'S EATING & DRINKING SALOON (stylized)

Pheasant Mall Restaurant Group, Inc. **CHARLEY'S EATING & DRINKING SALOON (stylized)** USA Jul 16 1984 73490153 Registered



Back Bay Restaurant Group, Inc. **6831** **Apr 23 2015** **Apr 23 1985 1,332,622**

Class 42
Goods Restaurant and Bar Services

Charley's Logo

Pheasant Mall Restaurant Group, Inc. **Charley's Logo** USA Jul 28 2009 77790816 Pending **10928**



Class 43
Goods Restaurant and bar services

COACH GRILL

Pheasant Mall Restaurant Group, Inc. **COACH GRILL** USA Jul 27 2009 77790358 Registered **10925** **Mar 16 2020** **Mar 16 2010 3750699**

Disclaimers "GRILL"

Class 43
Goods Restaurant and bar services

Coach Grill Logo

Pheasant Mall Restaurant Group, Inc. **Coach Grill Logo** USA Jul 27 2009 77790430 Registered **10927** **Mar 9 2020** **Mar 9 2010 3757377**



Disclaimers "GRILL"

Class 43
Goods Restaurant and bar services

COACH GRILL OF WAYLAND

Pheasant Mall Restaurant Group, Inc. **COACH GRILL OF** USA Feb 22 2001 78049771 Registered EAST:42883503.1

WAYLAND

Back Bay
Restaurant Group, 1203
Inc. **Dec 10** Dec 10
2012 2002 2660847

Disclaimers NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "GRILL" and "WAYLAND" APART FROM THE MARK AS SHOWN

Class 42
Goods Restaurant services

HILLARY'S

Pheasant Mall
Restaurant Group, **HILLARY'S** USA Jul 14 2008 77521751 Pending Timothy H.
Inc. Hiebert
Back Bay
Restaurant Group, 9624 Allowance
Inc. issued

Class 43
Goods Providing of food and drink: Restaurant and bar services

J. C. HILLARY'S

Pheasant Mall
Restaurant Group, **J. C.** USA Jan 6 1983 73408433 Registered
Inc. **HILLARY'S**
11401 Jul 19 1988 1497161

Class 42
Goods RESTAURANT AND BAR SERVICES

J.C. HILLARY'S

Pheasant Mall
Restaurant Group, **J.C.** USA Jul 14 2008 77521759 Pending Timothy H.
Inc. **HILLARY'S** Hiebert
Back Bay
Restaurant Group, 9625 Allowance
Inc. issued

Class 43
Goods Providing of food and drink; Restaurant and bar services

**JOE'S AMERICAN BAR & GRILL
& des**

Pheasant Mall
Restaurant Group, **JOE'S** USA Mar 1 1985 73524706 Registered
Inc. **AMERICAN**
BAR &
GRILL &
des
Back Bay
Restaurant Group, 4531 **Sep 17** Sep 17
Inc. **2015** 1985 1,361,176



Class 42
Goods RESTAURANT AND BAR SERVICES

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Papa Razzi Logo

Pheasant Mall
Restaurant Group, Inc. **Papa Razzi Logo** USA Jul 28 2009 77790834 Registered

10929 **Mar 16 2020** **Mar 16 2010 3760717**



Disclaimers "TRATTORIA BAR"

Class 43
Goods Restaurant and bar services

PAPA-RAZZI

Pheasant Mall
Restaurant Group, Inc. **PAPA-RAZZI** USA Jan 28 1991 74133770 Registered

Back Bay
Restaurant Group, Inc. **2038** **Mar 3 2012** **Mar 3 1992 1678007**

Class 42
Goods restaurant and bar services

PROUD TO BE AMERICAN

Pheasant Mall
Restaurant Group, Inc. **PROUD TO BE AMERICAN** USA Nov 20 2001 78094286 Registered

Back Bay
Restaurant Group, Inc. **1094** **Oct 26 2014** **Oct 26 2004 2898003**

Class 42
Goods Restaurant services

RAYZ

Pheasant Mall
Restaurant Group, Inc. **RAYZ** USA Nov 2 2007 77319950 Pending

Back Bay
Restaurant Group, Inc. **684** *Allowance issued*



Class 43
Goods Restaurant and bar services

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